

Message Text

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PAGE 01 CASABL 01420 281014Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----281015Z 008304 /17

P R 280900Z DEC 76
FM AMCONSUL CASABLANCA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4531
AMEMBASSY RABAT

UNCLAS CASABLANCA 1420

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJ: CASABLANCA INTERNATIONAL TRADE FAIR 1977

REF: (A) STATE 225074 (B) USDOC 19420 (C) CASABLANCA 1350
(D) USDOC 21424

1. FOLLOWING IS TENTATIVE BUDGET FOR U.S. PAVILION AT 1977
CASABLANCA INTERNATIONAL TRADE FAIR SEEN AND APPROVED BY AMBASSADOR.
COST OF PREPARATION OF PAVILION BASED ON ESTIMATES SUBMITTED
BY TWO LOCAL DECORATING FIRMS (LARDECO AND POPART, BOTH OF WHICH
DESIGNED A NUMBER OF PAVILIONS IN 1975 FAIR) FOR PAVILION
SIMILAR TO THAT OF 1975 (REF D PARA 1). LARDECO DESIGNED
1975 U.S. PAVILION. WE HAVE TAKEN INTO ACCOUNT FACT THAT COST
OF EXHIBIT MANAGER NOT INCLUDED IN \$25,000 CONTRIBUTION
FROM USDOC (REF D). WE UNDERSTAND THAT THIS SEPARATELY FUNDED
COST INCLUDES HIS PERSONAL EXPENSES, RENTING CAR FOR HIS
INDIVIDUAL USE, ETC. (NEITHER CONGEN NOR EMBASSY HAS SUFFICIENT
VEHICLES TO ASSIGN ONE PERMANENTLY TO FAIR DIRECTOR). ALTHOUGH
DRAFT BUDGET PROVIDES FOR CONTINGENCY FUND, MANY UNCERTAINTIES
REMAIN WHICH COULD CONCEIVABLY WIPE OUT FUND,
UNCLUDING NOTABLY A SIMILAR NUMBER OF PARTICIPANTS.

I) INCOME

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PAGE 02 CASABL 01420 281014Z

1. PARTICIPANTION FEES (BASED ON 28 RENTALS AT \$1,500)	42,000
2. USDOC CONTRIBUTION	\$25,000
TOTAL INCOME	\$67,000

II) EXPENSES (ITEMS 1-5 IN DIRHAMS)

1. RENTAL OF PAVILION

1011.5M2 AT 60 (INTERIOR OF PAVILION)	DH 60,690.00
98M2 AT 30 (STORAGE AREA)	DH 2,940.00
REGISTRATION FEE	DH 50.00
TOTAL	DH 63,680.00

2. PREPARATION OF PAVILION (DECORATORS' FEES) DH 165,000,000

3. ADMINISTRATIVE EXPENSES

TELEPHONE	2,000
WATER & ELECTRICITY	3,500
INSURANCE	3,000
GUARDIANS - 4 (30 PERSON WEEKS AT DH 80)	2400
CLEANING CREW - 3 (12PERSON WEEKS AT DH 100)	1,200
SNACK BAR PERSONNEL - 3 (9 PERSON WEEKS AT DH 100)	900
HOSTESSES - 6 (18 PERSON WEEKS AT DH 300)	5,400
HOSTESSES' UNIFORM - 6 AT DH 250	1,500
COFFEE, ETC.	1,000
SECRETARIAL EXPENSES	9,000
TOTAL DH	29,900

4. PROMOTIONAL EXPENSES

RECEPTION, AMERICA DAY	15,000
BROCHURES	2,000
POSTAGE	400
PHOTOGRAPHER	800
INVITATIONS	500
UNCLASSIFIED	

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PAGE 03 CASABL 01420 281014Z

TOTAL DH 18,700

5. RESERVE FOR PAYMENT OF A FAIR TAX (7.5 PER CENT OF 63,630)DH 4.772 TOTAL 1-5, DH 282,052 AT 4.5DH -\$1.00 \$62,678.23.

6. CONTINGENCY FUND \$4,321.77

TOATAL EXPENSES \$67,000.00

2. WE NOTE THAT FORM DIB-209 DATED 12/2/76 PUTS LIMIT OF \$1,500 ON HOSPITALITY. LOCAL COCA-COLA AND SHLITZ FIRMS HAVE INDICATED WILLINGNESS TO PARTICIPATE IN KIND DURING FAIR, PROVIDED WE MOUTH ATTRACTIVE RECEPTION ON AMERICA DAY. OVER 800 GUESTS CAME TO AMERICA DAY RECEPTION IN 1975, AND WE WOULD ANTICIPATE A SIMILAR TURNOUT FOR NEXT YEAR'S FAIR RECEPTION. FIVE DOLLARS PER GUEST IS A MODERATE FIGURE AT CURRENT PRICES CHARGED BY LOCAL CATERERS. PROSPECTIVE PARTICIPANTS HAVE

INDICATED WILLINGNESS TO ACCEPT A 50 PERCENT INCREASE IN COSTS FROM 1975 WITH UNDERSTANDING WE INTEND TO MOUNT FIRST-CLASS RECEPTION. VIEW HIGH COST OF CATERING RECEPTION, REQUEST YOU AMEND BUDGET AUTHORIZATION TO ALLOW UP TO \$4,000 FOR REPRESENTATIONAL EXPENSES.

3. ACTION REQUESTED: REQUEST URGENT USDOC CONCURRENCE:

A) DRAFT BUDGET, INCLUDING PROVISION FOR REPRESENTATION

B) ACCEPTANCE OF LARDECO OR POP-ART AS DECORATOR (AS DETERMINED BY FURTHER NEGOTIATIONS). WE UNDERSTAND FAIR DIRECTOR SIGNS CONTRACT BUT SUCCESSFUL BIDDER EXPECTS TO BE ADVISED IN EARLY JANUARY IN ORDER MAINTAIN HIS ESTIMATED BUDGET.

C) DESPATCH OF LETTERS FROM CONGEN TO EACH PROSPECTIVE EXHIBITOR ADVISING HIM OF COSTS AND ASKING WRITTEN CONFIRMATION OF INTENTION TO PARTICIPATE AND EARLY PAYMENT IN ORDER RESERVE
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PAGE 04 CASABL 01420 281014Z

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